| L Number | Hits | Search Text   | DB        | Time stamp       |
|----------|------|---|-----------|------------------|
| 1        | 5960 | "program guide" or IPG or EPG   | USPAT;    | 2004/07/30 16:27 |
|          |      |   | US-PGPUB; |                  |
|          |      |   | EPO       |                  |
| 2        | 2247 | ("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)   | USPAT;    | 2004/07/30 16:05 |
|          |      |   | US-PGPUB; |                  |
|          |      |   | EPO       |                  |
| 3        | 1432 | (("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial))   | USPAT;    | 2004/07/30 16:05 |
|          |      | and (internet or web or "on line" or www)   | US-PGPUB; |                  |
|          |      |   | EPO       |                  |
| 4        | 360  | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial))  | USPAT;    | 2004/07/30 16:06 |
| I        |      | and (internet or web or "on line" or www)) and (video near3 (segment or   | US-PGPUB; |                  |
| _        |      | portion))   | EPO       |                  |
| 5        | 359  | (((("program guide" or IPG or EPG) and (ad or advertis\$5 or  | USPAT;    | 2004/07/30 16:06 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)  | EPO       |                  |
| 6        | 129  | ((((("program guide" or IPG or EPG) and (ad or advertis\$5 or   | USPAT;    | 2004/07/30 16:28 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
| ,        | 100  | (queries or query)  | vion      | 0004/07/27       |
| 7        | 102  | (((((("program guide" or IPG or EPG) and (ad or advertis\$5 or  | USPAT;    | 2004/07/30 16:32 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
| ا        | 102  | (queries or query)) and (preference or favorite)  | LICDATE   | 2004/07/20 15 22 |
| 8        | 102  | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or   | USPAT;    | 2004/07/30 16:08 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)  | EPO       |                  |
| 9        | 67   |   | LICDATE   | 2004/07/20 16 00 |
| ,        | 67   | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or   | USPAT;    | 2004/07/30 16:08 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) | EPO       |                  |
|          |      | and (music or musical)  |           |                  |
| 10       | 55   | ((((((((((((((((((((((((((((((((((((((  | USPAT;    | 2004/07/20 16:00 |
| .        | 33   | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; | 2004/07/30 16:08 |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   | El O      |                  |
|          |      | and (music or musical)) and profile   |           |                  |
| 11       | 29   | ((((((((((((((((((((((((((((((((((((((  | USPAT;    | 2004/07/30 16:32 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; | 2004/07/30 10.32 |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO EPO   |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   | ~~ ~      |                  |
|          |      | and (music or musical)) and profile) and demographics   |           |                  |
| 12       | 3    | ((((((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or   | USPAT;    | 2004/07/30 16:42 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO EPO   |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   |           |                  |
|          |      | and (music or musical)) and profile) and demographics) and trait  |           |                  |
| 13       | 0    | ((((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or   | USPAT;    | 2004/07/30 16:22 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   |           |                  |
|          |      | and (music or musical)) and profile) and demographics) and behavor\$3   |           |                  |
| 14       | 0    | (((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or  | USPAT;    | 2004/07/30 16:22 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   |           |                  |
|          |      | and (music or musical)) and profile) and demographics) and behavor\$5   |           |                  |
| 15       | 25   | (((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or  | USPAT;    | 2004/07/30 16:22 |
|          |      | commercial)) and (internet or web or "on line" or www)) and (video  | US-PGPUB; |                  |
|          |      | near3 (segment or portion))) and (storage or memory or database)) and   | EPO       |                  |
|          |      | (queries or query)) and (preference or favorite)) and (television or TV))   |           |                  |
|          |      | and (music or musical)) and profile) and demographics) and behav\$5   |           |                  |

| 16 | 6    | ((((((((((((((((((((((((((((((((((((((   | USPAT                      | 2004/07/30 16:28 |
|----|------|--|----------------------------|------------------|
| 17 | 5    | (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behav\$5 (((((((((((((((((((((((((((((((((((( | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:26 |
| 18 | 8117 | 725/\$.ccls.   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:26 |
| 19 | 1917 | 725/\$.ccls. and ("program guide" or IPG or EPG)   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:27 |
| 20 | 138  | (725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:27 |
| 21 | 13   | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5  | USPAT                      | 2004/07/30 16:33 |
| 22 | 0    | (((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5) and trait  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:28 |
| 23 | 3    | (((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5) and (queries or query)   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:42 |
| 24 | 1    | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and "predictive model"  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:44 |
| 25 | 1    | (725/\$.ccls. and ("program guide" or IPG or EPG)) and "predictive model"  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:31 |
| 26 | 1    | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and "predictive model"   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:31 |
| 27 | 2    | ("program guide" or IPG or EPG) and "predictive model"   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:32 |
| 28 | 44   | ("program guide" or IPG or EPG) and (predict\$3 near3 model)   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:32 |
| 29 | 24   | (("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:32 |
| 30 | 17   | ((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:46 |
| 31 | 13   | (((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics) and (queries or query)  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:46 |
| 32 | 4    | ((((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics) and (queries or query)) and behav\$5                             | USPAT                      | 2004/07/30 16:33 |
| 33 | 91   | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media)   | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:42 |
| 34 | 39   | (((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media) ) and query  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:42 |
| 35 | 6    | ((((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media) ) and query) and trait  | USPAT;<br>US-PGPUB;<br>EPO | 2004/07/30 16:45 |

| 36 | 2  | "video segment" and "predictive model"                                | USPAT;    | 2004/07/30 16:45 |
|----|----|---|-----------|------------------|
|    |    |   | US-PGPUB; |                  |
|    |    |   | EPO       |                  |
| 37 | 44 | interactive and "predictive model" and (TV or television)             | USPAT;    | 2004/07/30 16:45 |
|    |    |   | US-PGPUB; |                  |
|    | Ì  |   | EPO       |                  |
| 38 | 6  | (interactive and "predictive model" and (TV or television)) and trait | USPAT;    | 2004/07/30 16:45 |
|    | i  |   | US-PGPUB; |                  |
|    |    |   | EPO       |                  |
| 39 | 16 | (interactive and "predictive model" and (TV or television)) and       | USPAT;    | 2004/07/30 16:46 |
|    |    | demographics  | US-PGPUB; |                  |
|    |    |   | EPO       |                  |
| 40 | 8  | ((interactive and "predictive model" and (TV or television)) and      | USPAT;    | 2004/07/30 16:47 |
|    |    | demographics) and (queries or query)                                  | US-PGPUB; |                  |
|    | [  |   | EPO       |                  |
| 41 | 2  | ((interactive and "predictive model" and (TV or television)) and      | USPAT     | 2004/07/30 16:47 |
| 1  |    | demographics) and (queries or query)                                  |           |                  |